

# VIRTUAL PARTNERSHIP PROSPECTUS

SOCIETY OF SKELETAL RADIOLOGY

44TH ANNUAL SCIENTIFIC MEETING

MARCH 13-17, 2021

Dear Industry Colleagues,

On behalf of SSR Leadership it is my pleasure to invite your support and participation at the 2021 44th Annual Scientific Meeting. The meeting will take place virtually March 13-17, 2021. Please join us as we reimagine the 2021 SSR Meeting into a Virtual Meeting that will be an exceptional experience for one-on-one interaction, expertise sharing and more.

The SSR is composed of musculoskeletal radiologists with deep connections to Orthopedic Surgery, Sports Medicine, Rehabilitation and Rheumatology. Members are typically based in large academic institutions or large private practice groups. Most hold high-level positions in their departments and are among the most highly regarded radiologists in the world.

Industry partners and technical exhibits continue to be an essential part of our meeting's success. SSR will be utilizing a customizable desktop/mobile platform to house the conference. Utilizing the platform's technology and creative engagement mechanisms will allow us to create an interactive Exhibit Hall that provides an enhanced capacity to build brand awareness, provide product education and gain access to valuable leads that have made the live meeting so attractive in the past.

Benefits of the Virtual Exhibit include:

- Virtual Exhibit with direct link to reps
- Product videos and marketing collateral can be loaded to the booth
- Participation in "Industry Round Table"-a 2-minute introduction about your company
- Online lead generation and post-meeting analytics

Thank you for considering our request for participation in the SSR Annual Course in Skeletal Radiology; we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, [denise@veritasamc.com](mailto:denise@veritasamc.com) or 973-769-1020.

Sincerely,



Denise Castetter  
Director, Industry Relations  
Society of Skeletal Radiology



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[www.skeletalrad.org](http://www.skeletalrad.org)

## SPONSORSHIP INFORMATION

The 2021 44th Annual Scientific Meeting will provide attendees with Continuing Medical Education (CME) in addition to advanced knowledge, combined with new product knowledge offered in the non-CME Science and Technology Auditorium.

### Supporting SSR

Deliver your message in a professional, focused, and educational environment. SSR provides you with networking opportunities to build relations with new and existing customers. The expected 500 plus participants will be eager to learn about your company and products.

**BUILD BRAND AWARENESS, PROVIDE PRODUCT EDUCATION AND  
GAIN ACCESS TO VALUABLE LEADS WITH A VIRTUAL EXHIBIT**

### Benefits of the Virtual Exhibit Include:

- Virtual Exhibit with direct link to reps
- Product videos and marketing collateral can be loaded to booth
- Participation in "Industry Round Table"-a 2-minute introduction about your company
- Online lead generation and post-meeting analytics

### Optimize Visibility with a Gold or Silver Level Sponsorship

Participation includes recognition on the Conference website, in social media and e-blasts. Please refer to the Partnership Opportunities for a complete list of benefits.

For more information about exhibits, sponsorships, or advertising opportunities to support SSR, please contact:

Denise Castetter | Director, Industry Relations | Veritas Association Management  
1061 East Main Street, Suite 300, East Dundee, IL 60118  
W: 773-769-1020 | F: 847-649-1704 | [denise@veritasamc.com](mailto:denise@veritasamc.com)



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# PARTNERSHIP OPPORTUNITIES

MAXIMIZE YOUR IMPACT THROUGH SPONSORSHIP

## GOLD \$7,500

### INDUSTRY SPONSORED KEYNOTE PRESENTATION

Highlight your commitment to SSR with a 30 minute presentation by your product specialist or guest speaker to present to participants.

#### GOLD LEVEL INCLUDES:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On-Demand viewing within the meeting platform for 60 days
- Event marketing - messaging promoting your presentation will be sent to SSR registrants
- Company recognition (logo, weblink) posted on SSR website, in social media and e-blasts
- Virtual Exhibit (see below)

*Recording options and logistical instruction provided upon receipt of Registration Form.*

## SILVER \$4,500

### INDUSTRY SPONSORED PRESENTATION

Highlight your commitment to SSR with a 10 Minute presentation by your product specialist or guest speaker to present to participants.

#### SILVER LEVEL INCLUDES:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for On-Demand viewing within the meeting platform for 60 days
- Event marketing - messaging promoting your presentation will be sent to SSR registrants
- Company recognition (logo, weblink) posted on SSR website, in social media and e-blasts
- Virtual Exhibit (see below)

## VIRTUAL EXHIBIT \$2,500

**Increase brand awareness and generate valuable leads.** Deliver your message, engage with key decision makers, build relationships with new and existing customers via a Virtual Exhibit in the non-CME Science and Technology Auditorium.

#### VIRTUAL EXHIBIT LEVEL INCLUDES:

- Virtual Exhibit with direct link to rep
- Product videos and marketing collateral can be loaded to the booth
- Participation in "Industry Round Table" -a 2-minute introduction about your company
- Online lead generation and post-meeting analytics

# EXHIBIT REGISTRATION & INVOICE FORM

Contact Name

Company Name

Address

City

State

Zip

Phone

Fax

Email

## PARTNERSHIP OPTIONS

☐ **GOLD (\$7,500)**  
30 Minute Presentation

☐ **SILVER (\$4,500)**  
10 minute Presentation

☐ **VIRTUAL EXHIBIT**  
(\$2,500)

Representative Name (First, Last)	Title	Email Address	Phone

## PAYMENT INFORMATION

Check payable to: Payable to Society of Skeletal Radiology in U.S. dollars drawn on a U.S. bank. TAX ID #56-1214728

Credit Card ☐ VISA ☐ Mastercard ☐ Discover ☐ American Express

Credit Card #

CW

Exp Date

Name

Billing Address

City

State

Zip

Signature

Total \$:

Phone

Fax

Email

Return this completed exhibit reservation form and payment to Denise Castetter.  
Mail: Veritas Association Management, 1061 E. Main St., Suite 300, East Dundee, IL 60118  
W: 973-769-1020 | F: 847-960-3862 | [denise@veritasamc.com](mailto:denise@veritasamc.com)